PB2
PB4

Job No. 861 March, 1956 Number_____ Place_____

Screen Interview No._____

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION _____ 10–1

OVERSAMPLE _____ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. _____ 11–1

3 mos. — less than 9 mos. _____ 2

9 mos. — less than 1½ yrs. _____ 3

1½ yrs. — less than 2½ yrs. _____ 4

2½ yrs. — less than 3½ yrs. _____ 5

3½ yrs. or more _____ 6

Don't know _____ 7

5. Why did you first start to smoke filter tips regularly?

12–

13–

Don't know _____ 13–Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) _____ 14–1

Camels _____ 2

Chesterfield:

Regular _____ 3

King _____ 4

Herbert Tareyton _____ 5

Kool _____ 6

Lucky Strike _____ 7

Old Gold:

Regular _____ 8

King _____ 9

Pall Mall _____ 15–1

Philip Morris:

Regular _____ 2

King _____ 3

Spud _____ 4

Other regular _____ 5

Other king _____ 6

No regular brand _____ 7

Don't know _____ 8

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

7a. Here is a card with a list of brands on it. **(HAND RESPONDENT WHITE CARD)** Are there any brands on that list you have never heard of?

	7a. Never heard of	7b. Never tried	8a. Brand started on	9a. First switch	10a. Second switch	11a. Present	13a. Have smoked regularly	13a. Tried but never smoked regularly	13a.	Don't know
Commander	16–1	18–1	20–1	22–1	24–1	26–1	28–1	2		3
Du Maurier	2	2	2	2	2	2	4	5		6
Encore	3	3	3	3	3	3	7	8	(Ask b for Parliament and/or Marlboro and one other brand if "X'd")	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X		Y
Kent	5	5	5	5	5	5	29–1	2		3
Kool	6	6	6	6	6	6	4	5		6
L & M	7	7	7	7	7	7	7	8		9
Marlboro (filter)	8	8	8	8	8	8	0	X		Y
Old Gold (filter)	17–1	19–1	21–1	23–1	25–1	27–1	30–1	2		3
Parliament	2	2	2	2	2	2	4	5		6
Spud	3	3	3	3	3	3	7	8		9
Viceroy	4	4	4	4	4	4	0	X		Y
Winston	5	5	5	5	5	5	31–1	2		3
Other filter	XXX	XXX	6	6	6	6	4	5		6
No regular brand	XXX	XXX	7 (Skip to 11)	7	7	7	XXX	XXX		XXX
Still smoking brand	XXX	XXX	XXX	8 (Skip to 12)	8 (Skip to 11c)	8 (Skip to 11c)	XXX	XXX		XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX		XXX
Don't know	XXX	XXX	0 (Skip to 9a)	0 (Skip to 10a)	0	0	XXX	XXX		XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) **(RECORD ABOVE IN 7b COLUMN)**

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY):

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34–

35–

None or don't know 35–Y

Parliaments:

32–

33–

None or don't know 33–Y

Other:

36–

37–

None or don't know 37–Y

8a. What was the first filter-tip brand you smoked regularly? **(RECORD ABOVE IN 8a, COLUMN)**

b. Why did you choose (brand in 8a) as your regular brand?

38–

39–

Don't know 39–Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? **(RECORD ABOVE IN 9a, COLUMN)**

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40–

41–

Don't know 41–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

10a. What brand did you switch to when you stopped smoking (brand in 9a)? **(RECORD AT LEFT IN 10a. COLUMN)**

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42–

43–

Don't know 43–Y

11a. And your present brand is _____ — is that right? **(RECORD AT LEFT IN 11a. COLUMN)**

b. Why did you switch to that brand from your previous brand?

44–

45–

Don't know 45–Y

c. How long have you been smoking your present brand?

Less than 3 mos.	46–1
3 mos.—less than 9 mos.	2
9 mos.—less than 1½ yrs.	3
1½ yrs.—less than 2½ yrs.	4
2½ yrs.—less than 3½ yrs.	5
3½ yrs.—or over	6
Don't know	7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47–

48–

Don't know 48–Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? **(RECORD AT LEFT IN 13a. COLUMN)**

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51–

52–

Don't know 52–Y

Parliaments:

49–

50–

Don't know 50–Y

Other: _____

53–

54–

Don't know 54–Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55–1	57–1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56–1	58–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either regular or king	0	XXX
None	X	X (Skip to 15)
Don't know	Y	Y (Skip to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? **(RECORD ABOVE)**

c. Why wouldn't you buy that brand? Any other reasons?

59–

60–

Don't know 60–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

15. Here is a card with a list of words and phrases. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? **(ROTATE ORDER OF BRANDS ASKED)**

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11–1	14–1	17–1	20–1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12–1	15–1	18–1	21–1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13–1	16–1	19–1	22–1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card **(HAND RESPONDENT PINK CARD)** would you buy for (a housewife, etc.) (even if you don't actually know one)?

	Housewife	Englishman	Glamorous movie actress	Male college student
Du Maurier	23–1	24–1	25–1	26–1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? **(HAND RESPONDENT PINK CARD)**

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27–1	28–1	29–1	30–1	31–1	32–1	33–1	34–1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them ____ 35–1

OR

A few stores don't carry them, but most stores do ____ 2

OR

While many stores do carry them, a lot of stores don't ____ 3

OR

Only a few stores carry your regular brand ____ 4

Don't know ____ 5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes ____ 36–1 (Ask c)

No ____ 2 } (Skip to 19)

Don't know ____ 3 }

c. How many did you buy?

By the pack		By the carton	
1 pack	37–1	1 carton	5
2 packs	2	2 cartons	6
3 - 9 packs	3	3 or more cartons	7
10 or more packs (not carton)	4	Don't know	8

d. Where did you buy them?

Drugstore	38–1	Vending machine	4
News-cigar stand or store	2	Other	5
Grocery store or supermarket	3	Don't know	6

e. Who did you buy the cigarettes for?

Self ____ 38–7

Other, member of family ____ 8

Other, not member of family ____ 9

Don't know ____ 0

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others ____ 39–1 (Ask b)

All the same ____ 2 } (Skip to 20)

Don't know ____ 3 }

19b. Which filter tip brands would you say are the higher-priced brands?

	b. Higher priced
Du Maurier	40–1
Encore	2
Herbert Tareyton (filter)	3
Kent	4
L & M	5
Marlboro	6
Old Gold (filter)	7
Parliament	8
Regent	41–1
Sano (filter)	2
Viceroy	3
Vogue	4
Winston	5
Other	6
Don't know	7

QUESTION 19c OMITTED ON THIS FORM

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48–

49–

Don't know ____ 49–Y

Parliaments:

46–

47–

Don't know ____ 47–Y

Other:

50–

51–

Don't know ____ 51–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. **(HAND RESPONDENT GREEN CARD)** Which one of these do you think would do the best job of filtering?

	a. Best		c. Worst	
Activated charcoal filter	52–1	(Ask b)	53–1	(Ask d)
Asbestos	2		2	
Cellulose acetate filter	3		3	
Cotton	4		4	
Paper filter	5		5	
Purocel filter	6		6	
None	7	(Skip to c)	7	(Skip to 21)
Don't know	8		8	

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
Yes:		
Du Maurier	54–1	56–1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55–1	57–1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering **(RECORD ABOVE)**

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? **(RECORD ABOVE)**

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size	61–1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22. What is your occupation?

Executive and professional	62–1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married	63–1	(Ask b)
Single	2	(Skip to 24)
Divorced	3	
Widowed	4	

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarettes	64–1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65–1	Regent	66–1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001252107

Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

PB 1–4 67–8

24. The makers of Parliament are considering making some changes in the present Parliament. I'd like to give you five packages of each of two different types they are considering to see which you like best.

The two different types would sell for different prices.

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about _____¢ around here, while most brands of filter-tip cigarettes like Winston's or Viceroys sell for about _____¢ a pack.

The cigarettes in the blue packages would sell for:

(Winston plus 2¢) 67–0

(Winston plus 4¢) X

(Winston plus 7¢) ..... Y, the same as the present Parliament

and the others would cost _____¢.
(Winston price)

MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO RESPONDENT

I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them to see which you like best. When would be a good time for me to call?

QUESTIONS 25-27 OMITTED ON THIS FORM

Name of Respondent: _____

Street: _____

Town: _____

Callback date: _____

Time: _____

FACTUAL

Sex:
- Male 68–1
- Female 2

Age:
- 18-24 68–3
- 25-34 4
- 35-49 5
- 50 and over 6

Economic level:
- A 68–7
- B 8
- C 9
- D 0

Race:
- White 68–X
- Negro ..... Y

Interview Date _____ _____
(month) (day)

Interviewer's Initials _____

1001752108

Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones in the blue packages? Any others?
(HAND RESPONDENT YELLOW CARD)

	a. Blue	b. Others
1. Tastes like a real cigarette	30–1	32–1
2. Man's cigarette	2	2
3. The cleanest smoke	3	3
4. High class	4	4
5. Snobbish	5	5
6. Poorly made	6	6
7. Too expensive	7	7
8. Good value for money	8	8
9. Hard to draw on	9	9
10. Good flavor	0	0
11. Not enough taste	X	X
12. More attractive tip	Y	Y
13. Too strong	31–1	33–1
14. Superior quality	2	2
15. Odd or peculiar taste	3	3
16. Mild	4	4
17. Up-to-date	5	5
18. Distinctive	6	6
19. Satisfying	7	7
20. Easy to draw on	8	8
21. Popular with women	9	9
22. For me	0	0
23. Not for me	X	X
None or don't know	Y	Y

b. How about the ones in the other packages? Which words or phrases would you use to describe these?
(RECORD ABOVE) Any others?

37a. Which of the two types of new Parliaments did you think was better as far as taste or flavor is concerned?

Blue ____ 34–1 } (Ask b)
Others ____ 2 }

No difference or don't know ____ 3 **(Skip to 38)**

b. Why do you think that one has the better taste or flavor?

35–

36–

Don't know ____ 36–Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best-looking package?

Blue ____ 37–1 } (Ask b)
Others ____ 2 }

No difference or don't know ____ 3 **(Skip to 39)**

b. Why do you think that one is the best looking?

38–

39–

Don't know ____ 39–Y

39a. Which type of cigarette package do you like best—this kind of a box, the kind of box that the usual Parliaments come in, or the soft package that most cigarettes come in?

This box ____ }
Parliament box ____ } (Ask b)
Soft package ____ }

Don't know ____ **(Skip to 40)**

b. Why do you like that kind better?

41–

42–

Don't know ____ 42–Y

40a. Did you notice any difference in the filters in the two types of test cigarettes? **(If "yes")** Which did you like better, or didn't it make any difference?

Yes

Blue ____ 43–1 } (Ask b)
Others ____ 2 }

Don't know but noticed difference ____ 3 } (Skip to 41)
No—didn't notice difference ____ 4 }

b. Why did you like that one better?

44–

45–

Don't know ____ 45–Y

10017752109

Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed	46–1	(Ask b)
Even with end	2	(Skip to c)
Don't know	3	(Skip to 42)

b. Why do you like recessed filters better?

47–

48– (Skip to 42)

Don't know 48–Y

c. Why don't you like recessed filter tips as well?

49–

50–

Don't know 50–Y

42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and the ones you usually smoke?

Yes	51–1	(Ask b)
No	2	(Skip to 43)
Don't know	3	(Skip to 43)

b. Which did you prefer as far as length goes?

Usual	51–4
Test	5
Don't know	6

43. Would you be inclined to recommend the new Parliaments to a friend? (If "yes") Which ones?

Yes:

Blue	52–1
Other	2
Either or both	3
No	4
Don't know	5

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Source: https://www.industrydocuments.ucsf.edu/docs/rphk0000